

FAC

3 March 1981

Memorandum for: Bruce Johnson, Chairman, Fine Arts Commission

Consultant

Member, Fine Arts Commission

Member, Fine Arts Commission

From: [redacted] Member, Fine Arts Commission

Subject: Guidelines for posting of signs at entryways

Reference: 9 February 1981 meeting-display units discussion

Members of the Commission:

In transmitting this memorandum to each of you who have a key role in maintaining the overall design integrity of internal and external spaces of the headquarters building/compound I hope to accomplish several things.

First-I want to express my appreciation at being selected to be a member of the Fine Arts Commission. I have been looking forward to this type of involvement for some time and it promises to be a rewarding association.

The main purpose in contacting each of you is to express some misgivings that I have after listening to the discussion that took place at the last FAC meeting concerning the subject of this memorandum, i.e., "guidelines for posting of signs at entryways".

I want to stress at this point I do not disagree with the recommendation as presented [redacted] I personally feel that this is the only approach that can be taken in addressing the problem outlined in the "guidelines". I do not think, however, that the recommendation went far enough...the Fine Arts Commission should take a hard line on the design of the signage itself. A piecemeal approach to the various signs that must be displayed on the free-standing units should not be taken. For example, the "Code of Ethics" sign which was redesigned...and I use that term loosely, is really not a good solution to the problem we have, and that is, to design a format, or system of signage that is much more pleasing esthetically and does not offend ones sensibilities.

I propose that at the upcoming FAC meeting that this matter be pursued further. Attached are examples of formats that could be adapted to fit our needs. All that would be required is the time of several designers to work out a solution. The actual production of time sensitive notices needs to be addressed also. Long-term, permanent signs can be produced (after the formatting is worked out) by PPD on the ETECS computer composition system.

In closing I want to add that I would appreciate any comments and to offer my services as a part of the design team.

Sincerely,

[Redacted Signature]

Graphic Design Center/OGSR

[Redacted Address]



